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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/887,491	06/22/2001	Mototsugu Abe	09792909-5051	7720

26263 7590 07/09/2008  
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CHICAGO, IL 60606-1080

EXAMINER
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SHEPARD, JUSTIN E

ART UNIT	PAPER NUMBER
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2623

NOTIFICATION DATE	DELIVERY MODE
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07/09/2008

ELECTRONIC

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

patents@sonnenschein.com

***Response to Arguments***

Applicant's arguments filed 6/23/08 have been fully considered but they are not persuasive.

Page 15, section beginning with "Claim 2":

The applicant states that as claims 2 and 6 have been cancelled, their rejections are moot. While this is true, portions of these claims have been added to the independent claims (not including claim 24), so the arguments will be responded to.

The applicant argues that the hyperlinks taught by Matthews do not include information including air time, frequency and channel information. While in one embodiment of Matthews, the hyperlinks are links to web based information (figures 2 and 5). In another embodiment, the hyperlinks can be program reminders that include when the program airs, and what channel (and therefore frequency) the program will be broadcast on (figure 7, part 180; column 11, line 58 to column 12, line 29).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Justin E. Shepard whose telephone number is (571) 272-5967. The examiner can normally be reached on 7:30-5 M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Chris Kelley can be reached on (571) 272-7331. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Chris Kelley/  
Supervisory Patent Examiner, Art  
Unit 2623

JS